

# NeoSOFT Showcases Enhanced Gen AI Solutions at GITEX Global

Category: Business

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**NeoSOFT**, a global leader in IT consulting and digital transformation, is proud to announce its participation in **GITEX Global**, taking place from October 14-16 at the Dubai World Trade Centre. At the forefront of innovation, NeoSOFT is showcasing an array of advanced solutions designed to drive transformative growth for businesses across industries.

## **Nishant Rathi, Founder & Director, NeoSOFT**

A key [highlight of NeoSOFTs participation is the launch](#) of its **enhanced Gen AI solution capabilities**, specially designed for **Chatbots, Financial Underwriting, Risk Management, and Supply Chain Management**. These AI-driven solutions are [engineered](#) to streamline operations, improve decision-making, and elevate customer interactions. By showcasing these advancements, NeoSOFT aims to illustrate how [businesses](#) can unlock new

levels of efficiency and intelligence through cutting-edge AI technologies.

**Nishant Rathi, Founder & Director**, along with the NeoSOFT team, will be actively engaging with attendees throughout the [event](#). They will address industry professionals queries, offering valuable insights into the capabilities and benefits of [NeoSOFT's](#) innovative solutions. In addition, they will share their vision for the future of AI, Blockchain, and other transformative [technologies](#). Their presence highlights NeoSOFT's commitment to building strong partnerships and delivering forward-thinking solutions that meet the evolving demands of [businesses](#) in today's fast-paced digital world.

**Nishant Rathi**, expressed his excitement about the company's presence at the event, saying, *"This is our [20th year](#) exhibiting at Gitex. We are thrilled by the overwhelmingly [positive response we have received at GITEX Global](#). The enthusiasm from partners and potential [clients alike confirms the value](#) of our innovations. We are particularly excited to unveil our enhanced Gen AI solutions, which we believe will significantly optimize operations and accelerate [business outcomes across sectors](#). GITEX has always been a pivotal platform for us to showcase our expertise, and this year is no exception."*

In addition to the Gen AI solutions, NeoSOFT is showcasing several other high-impact [digital solutions aimed at accelerating growth across industries](#). These include **Blockchain, Robotic Process Automation (RPA), DevOps**, and [solutions for Global Captive Centers](#), all of which are being demonstrated at the NeoSOFT booth.

NeoSOFT's innovative approach to IT solutions is positioning the company as a key player in the ongoing digital transformation efforts of [businesses](#) globally. GITEX Global 2024 has provided a platform for the company to [showcase its ability to drive growth and deliver impactful solutions](#) that

address the evolving needs of the digital world. For more information or to engage with NeoSOFT at GITEX Global 2024, visit booth H6-20 or reach out to the team onsite.

## **About NeoSOFT**

NeoSOFT is a [global Digital Transformation](#) & IT consulting organization focusing on technology consulting, software development, and product engineering. With 10+ Dev Centers and 15 global offices, NeoSOFT helps its [clients and partners with various services](#), including Product Engineering, Mobility, IoT, Data, and AI.

NeoSOFT, with its 25+ years of experience and CMMI L5 appraisal, works with 22+ industry verticals, helping them leverage technology for [growth and innovation](#). Today, its clientele boasts 1500+ brands, including 25+ Fortune 500 brands.

For more information, please visit [www.neosofttech.com](http://www.neosofttech.com).